

Message Text

UNCLASSIFIED

PAGE 01 TOKYO 11733 220658Z

12

ACTION COME-00

INFO OCT-01 EA-09 ISO-00 EB-07 /017 W

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P 220700Z AUG 75

FM AMEMBASSY TOKYO

TO SECSTATE WASHDC PRIORITY 2698

UNCLAS TOKYO 11733

PASS COMMERCE/OIM/JA

E.O. 11652: N/A

TAGS:HBEXP, JA

SUBJECT: MARKET RESEARCH - CHILDREN'S TOYS, GAMES, AND HANDICRAFTS

REF: STATE 198390; TOKYO 11126

1. EMBASSY DISCUSSED WITH BOTH INTERNATIONAL BUSINESS INFORMATION INC. (IBI) AND PEAT, MARWICK, MITCHELL & HCO. (PMM) REGARDING SUBJECT MR. IBI DECLINED BECAUSE OF ITS OVERLOADED WORK-SCHEDULE.

2. PMM INDICATED EMBASSY THAT IT CAN DO SURVEY FOR PRICE OF \$1,000, WITH ABOUT 10 INTERVIEWS, IN 30-40 DOUBLE-SPACED PAGES, AND SUBMIT TO EMBASSY BY OCT. 2ND. PMM'S PREVIOUS STUDIES ON CONSUMER GOODS INCLUDE: COLOR TV'S, 1975; AUDIO EQUIPMENT, 1974; TOILETRY, 1974; WOMEN'S & CHILDEN'S APPARELS, 1974; GARMENT FOUNDATIONS, 1974; LIGHTING FIXTURES, 1974; COSMETICS, 1973.

3. EMBASSY BELIEVES PMM IS FULLY QUALIFIED FOR THIS PROJECT IN VIEW OF HIGH QUALITY OF REPORTS COMPLETED PREVIOUSLY FOR COMMERCE. EMBASSY WILL PREPARE WORK ORDER TO ASSIGN WORK TO PMM UPON RECEIPT OF APPROPRIATION AUTHORIZATION. PLS REPLY SOONEST.
HODGSON

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 22 AUG 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750290-0892
From: TOKYO
Handling Restrictions: n/a
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ISecure: 1
Legacy Key: link1975/newtext/t19750825/aaaaavms.tel
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Margaret P. Grafeld
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06 JUL 2006

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